WHEREAS, More families own life insurance than any other form of thrift and savings; and,

WHEREAS, Life insurance has become the great base of family financial security planning; and,

WHEREAS, Life insurance has contributed to and benefits by social and economic changes, with changes in life insurance needs being made necessary constantly by these changes in the social and economic structure, as well as by changes in the family's own situation; and,

WHEREAS, Life insurance renders a second great service by carrying the policyholder dollars back to "Main Street" where they go to work aiding all segments of the economy and the community as a whole, while awaiting call for benefit payment; and,

WHEREAS, the South Dakota Association of Life Underwriters is cooperating in a program to inform the public of the many and broad aspects of life insurance:

NOW, THEREFORE, I, RICHARD F. KNEIP, Governor of the State of South Dakota, do hereby proclaim the week of February 21 - 27, 1973, as

LIFE INSURANCE WEEK IN SOUTH DAKOTA

and urge all citizens to avail themselves of this opportunity to learn more about their life insurance and what it can do for them especially making this the occasion to see that it is so arranged as to be of utmost value to the beneficiaries.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the Great Seal of the State of South Dakota, in Pierre, the Capital City, this 7th day of February, in the Year Of Our Lord, Nineteen Hundred and Seventy-Three.

Richard F. Kneip

RICHARD F. KNEIP, GOVERNOR

ATTEST:

Lorna B. Herseth

LORNA B. HERSETH, SECRETARY OF STATE

PROCLAMATION

LIFE INSURANCE WEEK

(Signature)

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